

Creative Brief;

[ your company name ]

{ your project title }

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| **BRIEF DESCRIPTION** |  |
| **CLIENT NAME** |  |
| **PROJECT** |  |
| **PROJECT MANAGER** |  |
| **PRODUCER** |  |
| **BACKGROUND / INSIGHTS**Why has this brief come about, a snap shot of the company and history. Also include key research insights.What is the competition doing? |  |
| **COMMUNICATION OBJECTIVES** What are the clients’ key objectives in delivering this campaign?What do we want them to think/feel/do as a result of experiencing the interactive applications: |  |
| **TARGET AUDIENCES**Who are we talking to? What do they currently think / feel? How do they currently use and interact with the brand?What drives our audience?  |  |

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| **\*\*DELIVERABLES\*\*****ENVIRONMENTS / DESIGN ELEMENTS**What are we actually producing as an end result? e.g. learning studio, presentation area, etcWhere is this concept going to live? e.g. classroom, info tech studio, etc |  |
| **SPECIFICATIONS / CLIENT MANDATORIES** |   |
| **ROI / MEASURABILITY** **/ REPORTING**  |  |